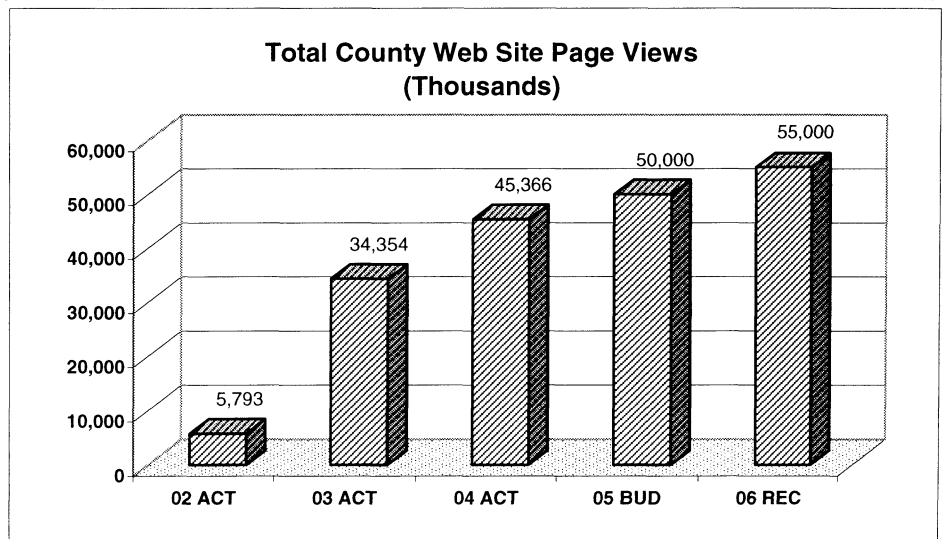


PUBLIC INFORMATION

PROGRAM: Publications and Graphics		PROGRAM ELEMENT: Web Site Management															
PROGRAM MISSION: To oversee the Montgomery County web site at www.montgomerycountymd.gov to ensure that (1) the content is accurate and appropriate and the format is easy to navigate; and (2) the entire web site operates in a consistent manner																	
COMMUNITY OUTCOMES SUPPORTED: <ul style="list-style-type: none">• Convenient access to public services• Citizens and reporters informed about County issues, programs, services, and policies• Greater participation by citizens in the programs and services of County departments and agencies																	
PROGRAM MEASURES	FY02 ACTUAL	FY03 ACTUAL	FY04 ACTUAL	FY05 BUDGET	FY06 CE REC												
Outcomes/Results:																	
Total County web page views (000)	5,793	34,354	45,366	50,000	55,000												
Service Quality:																	
Percentage of web site visitors who find the site useful	75	95	96	100	100												
Percentage of web site visitors who think information is easy to find	70	85	90	100	100												
Efficiency:																	
Cost per web site hit (cents)	1.09	0.18	0.14	0.14	0.13												
Workload/Outputs:																	
Total County web site pages (static pages only)	581,007	^a 56,601	^b 22,505	^b 26,000	30,000												
Inputs:																	
Expenditures (\$)	63,280	61,996	65,677	67,976	70,336												
Workyears	1.0	1.0	1.0	1.0	1.0												
Notes: ^a The number of web site pages fell when the Department of Technology Services removed duplicative and unnecessary pages in combining the www.co.mo.md.us and www.emontgomery.org sites. ^b This reduction in the number of web site pages represents the elimination of duplicate pages and the change from static to dynamic page technology.																	
EXPLANATION: The County presence on the World Wide Web was launched in December 1995 with 40 core pages at www.co.mo.md.us . In 1999, a second web site was launched at www.emontgomery.org to provide interactive services online. In FY03, the two sites were consolidated into one easy-to-navigate site with an easy-to-remember URL address - montgomerycountymd.gov - in order to make County information, programs, and services more accessible than ever to residents.																	
<div><div>Total County Web Site Page Views (Thousands)<table><thead><tr><th>Fiscal Year</th><th>Page Views (Thousands)</th></tr></thead><tbody><tr><td>02 ACT</td><td>5,793</td></tr><tr><td>03 ACT</td><td>34,354</td></tr><tr><td>04 ACT</td><td>45,366</td></tr><tr><td>05 BUD</td><td>50,000</td></tr><tr><td>06 REC</td><td>55,000</td></tr></tbody></table></div><div>PROGRAM PARTNERS IN SUPPORT OF OUTCOMES: Department of Technology Services, County departments and agencies.</div><div>MAJOR RELATED PLANS AND GUIDELINES:</div></div>						Fiscal Year	Page Views (Thousands)	02 ACT	5,793	03 ACT	34,354	04 ACT	45,366	05 BUD	50,000	06 REC	55,000
Fiscal Year	Page Views (Thousands)																
02 ACT	5,793																
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PUBLIC INFORMATION

PROGRAM:

Public Relations

PROGRAM ELEMENT:

Public Education

PROGRAM MISSION:

To educate the public about County programs and services via the mass media in order to reach the most people with clear, accurate, and timely information at the lowest possible cost

COMMUNITY OUTCOMES SUPPORTED:

- Citizens and reporters informed about County issues, programs, services, and policies
- Public and media awareness for the programs and services of County departments and agencies
- High value for tax dollars

PROGRAM MEASURES

	FY02 ACTUAL	FY03 ACTUAL	FY04 ACTUAL	FY05 BUDGET	FY06 CE REC
Outcomes/Results:					
Equivalent value of free media coverage provided during the year (\$000) ^a	NA	3,346	3,814	3,840	3,840
Minutes of network television coverage of Montgomery County	NA	1,394	1,589	1,600	1,600
Service Quality:					
Percentage of media representatives who report that the Office of Public Information (OPI) routinely provides them with timely and accurate information ^b	NA	100	100	100	100
Percentage of County departments and agencies that report that OPI does a good job in promoting their programs and services to the public ^c	NA	98	99	100	100
Efficiency:					
Average program cost per minute of network television news coverage (\$)	NA	204	208	220	235
Average cost per response to a press inquiry (\$)	28.00	24.87	28.78	30.61	32.70
Value of free media coverage received per dollar spent on public education (\$)	NA	11.78	11.56	10.91	10.21
Workload/Outputs:					
Number of press inquiries received	9,500	11,420	11,465	11,500	11,500
Number of press releases prepared and disseminated	517	441	578	580	580
Inputs:					
Expenditures (\$000)	266	284	330	352	376
Workyears	4.0	4.0	4.0	4.0	4.0

Notes:

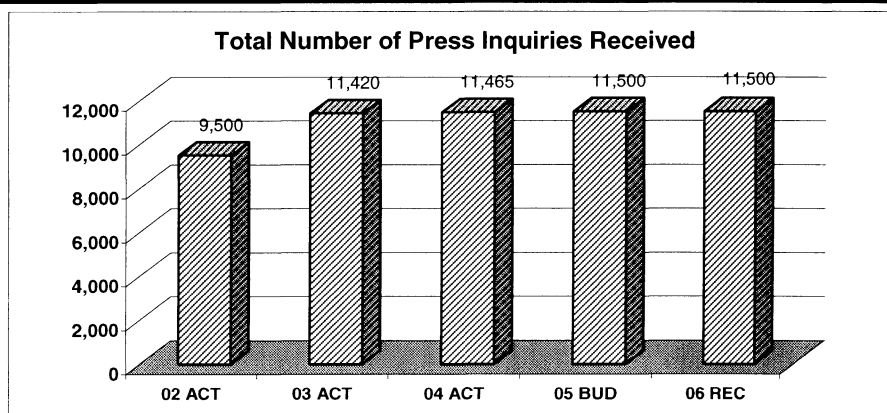
^aBased on actual advertising rates during news programs on weekday evenings.

^bBased on a survey of four local network newsrooms.

^cBased on a survey of 21 County departments and agencies.

EXPLANATION:

The Office of Public Information is responsible for, among other things, educating citizens about the wide variety of programs and services available to them and the issues that affect them. In order to reach the most people at the lowest possible cost, the Office focuses its efforts on attracting mass media news coverage, rather than printing pamphlets, flyers, and other materials to educate the public. News coverage cannot be directly controlled, but it is free and worth pursuing when programs and services warrant public attention. Public education is essential if taxpayers are to understand the value they receive for their tax dollars.



PROGRAM PARTNERS IN SUPPORT OF OUTCOMES: Correction and Rehabilitation Workforce Development crew, Radio and TV Monitoring Reports, internal Public Information Working Group, County departments and agencies.

MAJOR RELATED PLANS AND GUIDELINES: